



## The Bright Ideas Company, Inc.

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*[Handwritten signatures and initials]*  
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To: GAU 3622 - Exam. Jean Janvier  
Company:  
Fax Number: 1-703-746-7240

From: John A. Galbreath  
Fax Number: 1-410-666-7274

Message:

5 Dec. 2003

**Re: Appl. # 09/473,078**

Dear Exam. Janvier:

As we discussed, attached is an informal draft of an amended Claim 1 in the subject application. I think you will be pleased with the amended claim. It is very straightforward, and clearly points out the patentable aspect of the invention - i.e., a mechanism by which you can take various combinations of attributes (for example, coupling name with gender or income or age), and determine a price for sending an ad to a website visitor with those attributes.

For simplicity, I've only attached an amended Claim 1; however, if this looks good to you, we will also amend independent Claims 27, 36, and 37 to follow the Claim 1 structure.

After you have had a chance to review the proposed amendment, just give me a call to let me know your thoughts. We are serious about amending the claims to your satisfaction, and we appreciate the consideration you have shown us.

Best regards,

*[Handwritten signature of John A. Galbreath]*  
John Galbreath

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